



S.P.A.C.E. Case Studies

Problem: Brand ran out of this product’s inventory for an entire month (30 days). The brand wanted to recover ranking and drive sales above 8/day.

Solution: Optimized listing and restructured advertising campaigns with aggressive advertising strategy.

Result: Ranking recovered and advertising sales volume returned to pre-out-of-stock levels. Organic revenue increased nearly 6x.

First 30 Days:

Ad Performance:

Sales: \$3,516.54
 ACoS: 78.10%
 ROAS: \$1.28
 Orders: 169

Organic Performance:

Organic Orders: 420
 Revenue: \$15,663.89

Second 30 Days:

Ad Performance:

Sales: \$6,127.50
 ACoS: 39.64%
 ROAS: \$2.52
 Orders: 279

Organic Performance:

Organic Orders: 1,147
 Revenue: \$36,786.50

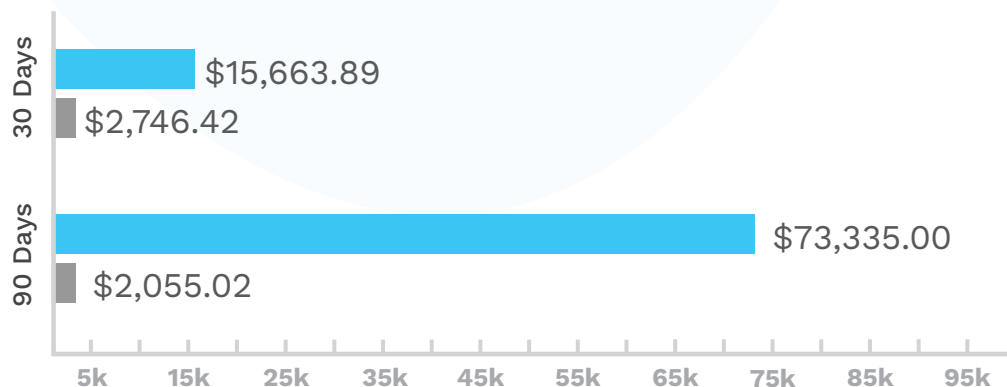
Third 30 Days:

Ad Performance:

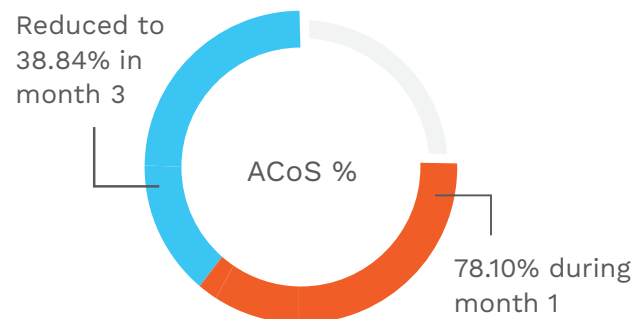
Sales: \$5,291.00
 ACoS: 38.84%
 ROAS: \$2.57
 Orders: 224

Organic Performance:

Organic Orders: 2,784
 Revenue: \$73,335.00



■ Total Revenue ■ PPC Spend (Ad Sales x ACoS)



Problem: Underperformance of a feature product under the management of an agency. Brand wanted to see significant sales lift while adhering to strict advertising performance metrics (KPIs).

Solution: Optimized listing and restructured advertising campaigns. This case study highlights **only PPC metrics** due to the nature of our engagement with the brand.

Result: Thousands of dollars in inefficient spend immediately eliminated. ROAS nearly tripled within first 30 days, PPC sales nearly 7x within 60 days.

Prior to SPACE:

Ad Performance:

Sales: \$147,925.50
ACoS: 15.05%
ROAS: \$6.64
Orders: 132

Frist 25 Days with SPACE:

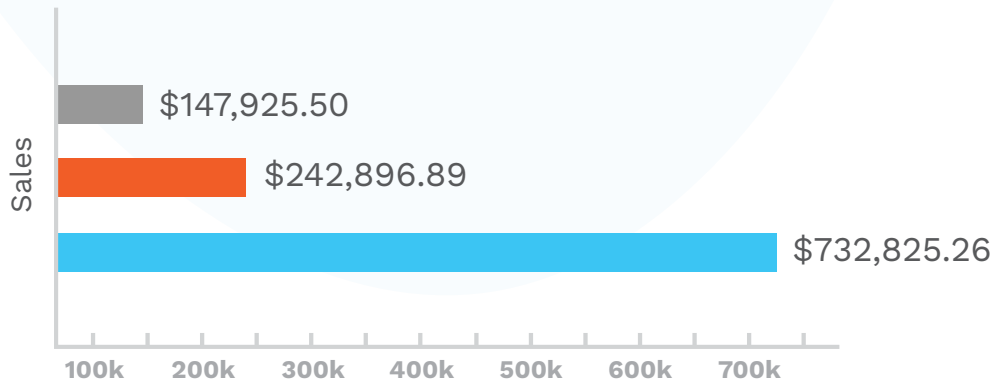
Ad Performance:

Sales: \$242,896.89
ACoS: 5.696%
ROAS: \$17.56
Orders: 231

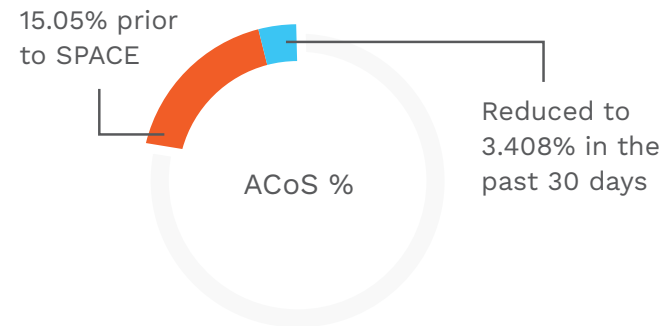
Past 30 Days with SPACE:

Ad Performance:

Sales: \$732,825.26
ACoS: 3.408%
ROAS: \$29.34
Orders: 683



■ Prior to SPACE ■ First 25 Days ■ Past 30 Days



Problem: This brand wanted to launch a new product, into the Amazon marketplace, seeking to eventually drive 300-500 sales/month. The product was already listed on Amazon, with zero reviews.

Solution: Optimized listing and strategically-restructured advertising campaigns.

Result: Within 60 days, organic sales were lifted from 10/day to 60/day. Sales shifted from 50% attributed to advertising (and 50% attributed to organic); to 14% attributed to advertising (and 86% attributed to organic).

Prior to SPACE:

Ad Performance:

Sales: \$2,275.06
 ACoS: 15.02%
 ROAS: \$6.65
 Orders: 93

Organic Performance:

Organic Orders: 91
 Revenue: \$6,234.22

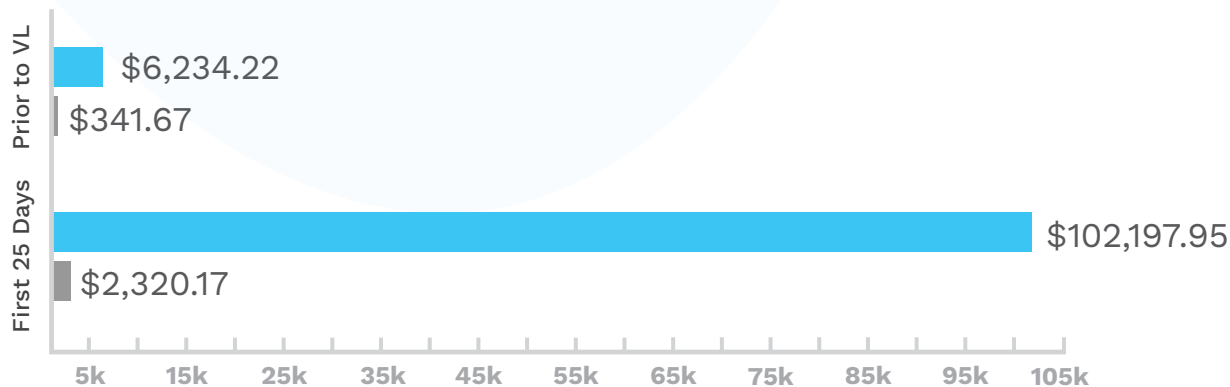
Frist 25 Days with SPACE:

Ad Performance:

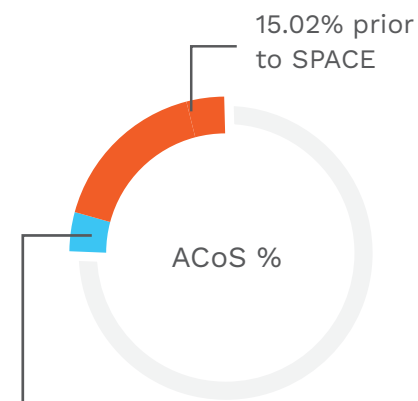
Sales: \$11,950.80
 ACoS: 19.41%
 ROAS: \$5.15
 Orders: 564

Organic Performance:

Organic Orders: 3,632
 Revenue: \$90,247.15



■ Total Revenue ■ PPC Spend (Ad Sales x ACoS)



Strategic & aggressive ad campaigns brought ACoS to 19.41% resulting in skyrocketing revenue

Problem: This product was brand-new to Amazon, with no sales history and less than 5 reviews. The goal was simply to drive as many profitable sales as possible.

Solution: Optimized listing and strategically structured advertising campaign.

Result: Within 60 days, after discovering a set of high-performing keywords, the product was selling nearly 100 units daily, with the majority attributed as organic sales.

First 30 Days:

Ad Performance:

Sales: \$7,508.83
ACoS: 33.34%
ROAS: \$3.00
Orders: 330

Organic Performance:

Organic Orders: 243
Revenue: \$13,592.96

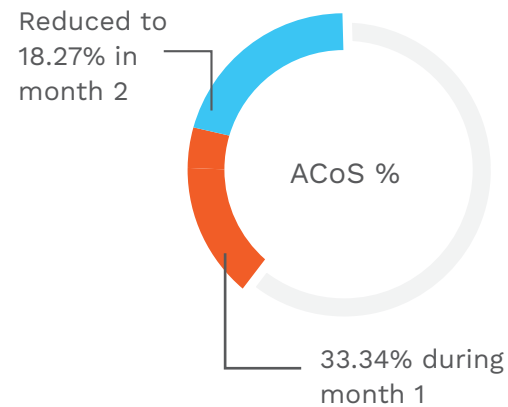
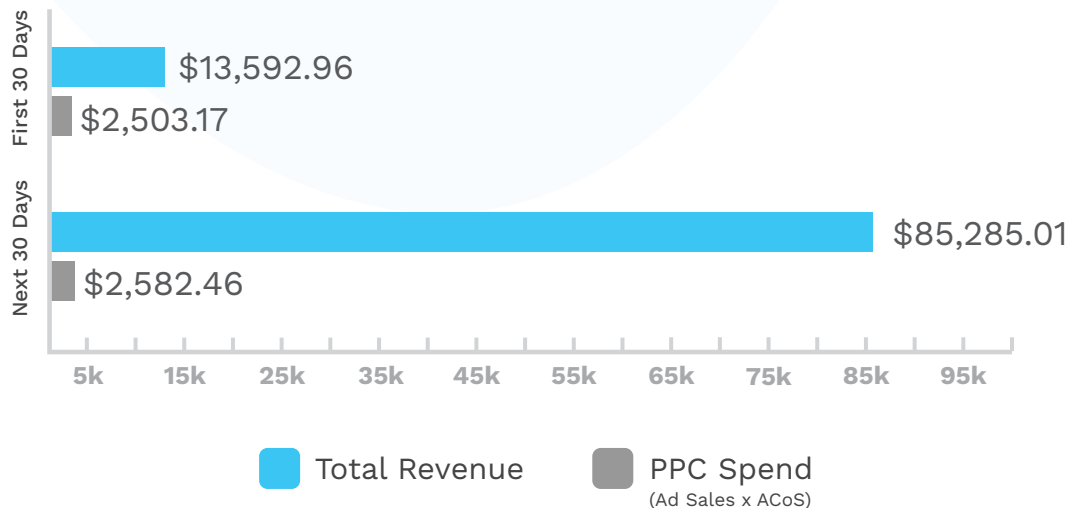
Next 30 Days:

Ad Performance:

Sales: \$14,135.14
ACoS: 18.27%
ROAS: \$5.47
Orders: 509

Organic Performance:

Organic Orders: 2,846
Revenue: \$85,285.01





Contact sales@viral-launch.com for more information!